

Nelida Benavides

UX/UI Designer

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[LinkedIn](#) | [Portfolio](#)

SUMMARY

With two years of experience creating business value by validating, testing, and iterating user-friendly design solutions. I specialize in bridging the gap between user needs and business requirements, maintaining a user-centric focus throughout all phases of the interaction design process.

SKILLS

- **User Research:** User interviews, usability testing, personas, and journey mapping.
- **UX design:** Wireframing, prototyping, mockups, UI design, design systems, user flows, sitemaps, brainstorming.
- **Tools:** Figma, Adobe Creative Suite, WordPress, notion, HTML/CSS, MS Office (Word, Excel, PowerPoint, Outlook)
- **Language:** Spanish (Native).
- **Soft Skills:** Detail-oriented, excellent communication, creative problem-solving, collaborative, teamwork, quick learner, resilient, analytical, user advocate, empathetic.

WORK EXPERIENCE

Website Specialist – Administrative Assistant, Gaithersburg, MD

White Tower LLC, January 2020 – Present

- Led daily operations, streamlined processes, and communicated with team members, providers, and clients. Implemented administrative strategies that improved efficiency.
- Added UX-centric elements to increase user engagement and improve 35% of brand perception.
- Currently redesigning the business website, optimizing core components to meet user needs and business goals.
- Applied UX design principles in rendering creation, delivering immersive project previews, and influencing a 60% rise in project approvals.
- Streamlined workflows with optimized systems, achieving an impressive 55% reduction in project turnaround time.
- Continuously researched the market to stay updated on industry changes and customer behavior.
- Using technology tools such as Microsoft Office, QuickBooks, Figma, WordPress, Design Studio, and Notion to maintain the business's high standards.

Product Designer – Business Owner, Haymarket, VA

Drapes & More LLC, August 2012 – December 2019

- Utilized design thinking methodologies, resulting in a 40% increase in client satisfaction by deeply understanding their needs and effectively addressing pain points.
- Led in-home consultations and managed projects from design to execution, ensuring a seamless and client-focused process.
- Created 500+ space designs using Studio design software to visualize final products, significantly improving 75% of business contracts.
- Designed and developed the business website, increasing visibility by 60% and contributing to increased client acquisition.
- Conducted user research studies and competitive analysis to build advertising campaigns, resulting in a 30% boost in sales.
- Prioritized client satisfaction by building close relationships with them throughout the years.
- Worked regularly with team members, vendors, and third-party providers, contributing positively to the business's success.
- Successfully secured a state government contract, highlighting credibility and competence in the industry.
- Achieved certification as a Small Women and Minority (SWAM) business owner.

EDUCATION

Parsons The New School, New York

User-Centered Design UX/UI

Northern Virginia Community College, Virginia

Interior Decoration